



FOR IMMEDIATE RELEASE

November 25, 2014

**BEVERLY HILLS HOLIDAY LIGHTING CEREMONY
FEATURED “THE VOICE’S” KAT PERKINS, AUSTRALIAN SINGING
SENSATION ARIA, INTERNATIONALLY ACCLAIMED ICE SKATERS,
SEASON’S FIRST SNOWFALL, SANTA AND ELF AND MORE
ON RODEO DRIVE**

A shimmering glow of nearly 150,000 lights and spectacular performances brightened Rodeo Drive this holiday season, during the annual Beverly Hills Holiday Lighting Ceremony on November 23, 2014. The ceremony featured the grand illumination of 16 handcrafted crystal Baccarat chandeliers, the lighting of 150,000 lights, fireworks, the season’s first “snowfall” of confetti and much more.

Santa and his Elf had a very special arrival, repelling off the famed Luxe Rodeo Drive Hotel into the crowd. “The Voice” finalist Kat Perkins performed Sia’s “Chandelier” and “Let It Go” from Disney’s “Frozen” alongside world-class ice skaters Jennifer Don, Chris Trefil and Nicole Glavas. Australian operatic singing sensation ARIA, international Hip Hop competitors Brandon Burciaga’s Nu Nations and Citrus College’s 22-piece band Night Shift helped make the night truly spectacular.

“The Insider” host Louis Aguirre joined Beverly Hills Mayor Lili Bosse and Global CEO of Baccarat Daniela Riccardi to “flip the switch” to commemorate the iconic milestone. Beverly Hills is now filled with stunningly beautiful and brightly lit crystal chandeliers and 150,000 lights for the holiday season.

About Rodeo Drive

Rodeo Drive, internationally recognized as the intersection of fashion and entertainment, is a unique destination for both Southern California residents, as well as visitors from around the globe. The more than 100 distinguished retailers all help create an unparalleled atmosphere only found on the three blocks of this famed street. For more information about Rodeo Drive, please visit www.rodeodrive-bh.com and follow us on Twitter and Instagram at @RodeoDriveBH.

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